

Development of Motion Graphic as Educational Material for Hotel Promotion Using EPIC Model Testing

Abie Pratama¹, Dwi Ely Kurniawan²

¹Department of Multimedia Engineering Batam State Polytechnic Batam, Indonesia

²Department of Informatics Engineering Batam State Polytechnic Batam, Indonesia

abiepratama48@gmail.com

dwialikhs@polibatam.ac.id

Abstract- Beverly Hotel Batam is a four-star hotel located in the city of Batam. In this case, Motion Graphic became the media information to introduce Beverly Hotel Batam to the public. The Motion Graphic implementation in this video offers to provide interesting information to provide attraction and be easily accepted by the recipient of the information. Motion Graphic in this video will provide Beverly Hotel Batam information, and how to use a website to make online bookings at Beverly Hotel Batam. From this promotional media, it will help staff at Beverly Hotel Batam to no longer have to explain it manually and make Motion as a website promotion media, so that in the future guests who want to stay at the Beverly Hotel Batam can make online reservations easily on a website that is already there is. The resulting video is very effective as a promotional media, based on the EPIC Model analysis which reaches an average value of 4.58 based on a scale of 1-5. Empathy: In this dimension, the respondent's response is reached 4.56. In the evaluation it means very effective as a promotional media, Persuasion: In this dimension, the respondent's response reached 4.50. In the evaluation it means very effective as a promotional media, Impact: In this dimension, the respondent's response reached a value of 4.68. In the evaluation is interpreted as effective as a promotional media, Communication: In this dimension, the respondent's response reached 4.59. In the evaluation, it means very effective as a promotional media. Also, the material expert gives a score of 4.71 in the evaluation it means very effective.

Keywords - multimedia, motion graphics, EPIC models, effectiveness

I. PRELIMINARY

Beverly Hotel Batam is a four-star hotel in Batam strategically located in Nagoya which can be accessed within 10 minutes from Nagoya Shopping Mall, 25 minutes from the Airport, and easy access in and out of Batam. Beverly Hotel Batam Managed by Topotels is a new hotel that is not yet known by many people. So that media promotion, in this case, is needed in introducing Beverly Hotel Batam to the public or prospective visitors to the Beverly Hotel Batam.

In today's development, information technology has a very big role to be promotional media. Changes in the media that are developing towards digital as it is now a media campaign that is often found in digital media such as on social media and the internet.

Currently, there are still many guests or prospective guests who do not know the information from a company, one of which is a website and less effective promotion of introducing a company. Motion Graphic in this promotional video aims to provide information that is packaged attractively following the development of technology so that it is easily accepted by the recipient of the information. As for the background of this study because the media introduction or promotional media used is in the form of videos by making motion graphic videos. This motion graphic video is intended more specifically for prospective guests who will stay at the hotel.

Current technological developments support the role of multimedia to be utilized in media promotion. One of them is

Motion Graphic which is developing in the current multimedia development. Motion Graphic is an illustration of the solutions of various graphic designs carried out by professionals in creating dynamic and effective communication design for a film, television, and internet [1]

Motion Graphic in this video aims to provide information that is packaged attractively to provide attraction and is easily accepted by the recipient of the information. From this promotional media, it will be easier for human resources to no longer have to explain continuously and make motion graphics as a promotional media.

Motion graphics in this motion graphic promotional video were created using a multimedia development methodology, namely Villamil-Molina. In this research, after the product is finished, an EPIC model analysis is performed to determine the effect and effectiveness of a motion graphic promotional video.

Media promotion is a means of communicating a product, service, brand, company, or other so that it can be known to the wider community. In utilizing promotional media to the fullest, it requires the ability to create new and unique creations so that messages can be attached to consumers so that the goal of reaching more consumers and maximizing company profits can be achieved. The oldest promotional media is the word of mouth, and conventional promotional media in the form of brochures, posters, catalogs, pamphlets, booklets, banners, billboards, banners, flyers, billboards, 2 business cards, TV ads, radio, print media and so on [2]

In the motion, graphic research promotional media can be measured its effectiveness through the EPIC Model which includes four critical dimensions, namely: empathy, persuasion, impact, and communication (Empathy, Persuasion, Impact, and Communication) [3].

Beverly Hotel Batam has also implemented promotional media in the form of offline and online. Offline promotion media such as print media on Batam Pos, billboards installed in front of hotels, flyers located in each port of Batam City. While online promotional media are distributed through digital media such as e-posters, e-flyers, event photos, and hotel facilities through websites, Tripadvisor, and social media such as Facebook and Instagram. Promotional media that are still running are video ads that are constantly being updated and promotional media that have not been implemented are promotional media in the form of motion graphics.

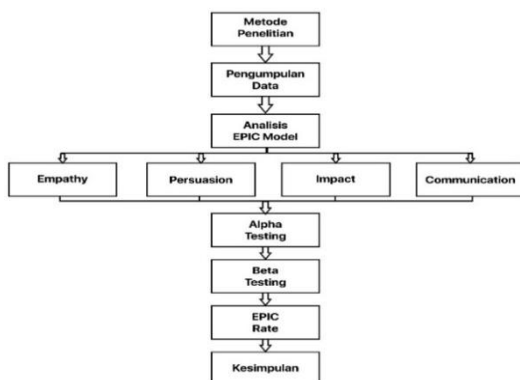
Based on the research previously mentioned, the authors designed and made a Motion Graphic-based promotional video using the Villamil-Molina development method and EPIC Model analysis. The development uses five stages, namely Development, Preproduction, Production, Postproduction, and `Delivery. It is expected that the results of this study can be used to support the process of delivering information and introducing "Beverly Hotel Batam" to the public by conducting a study entitled "Implementation of Motion Graphics on the Beverly Hotel Batam promotional video" so that the promotional media of Beverly Hotel Batam is more complete and attractive.

II. METHOD

Promotional media can be measured for effectiveness through the EPIC Model which includes four critical dimensions, namely: empathy, persuasion, impact, and communication (Empathy, Persuasion, Impact, and Communication) [4].

At this stage, the development of multimedia applications enters the stage of testing. Testing that will be done is Alpha Testing and Beta Testing. At the Alpha Testing stage, two internal tests will be carried out, namely the Beverly Hotel Batam

Beta Testing Testing is testing the effectiveness of promotional media with the Epic Model. This test will be conducted by the author of the respondent, while the intended respondent is the general public or prospective visitors to the Beverly Hotel Batam. The testing phase of 30 respondents with a target audience is a prospective visitor with a vulnerable age of 20-40 years



A. Idea Development

At this stage, the development of multimedia applications begins to be formed based on existing ideas, determining the intended goals and objectives. At this stage, the formation of ideas is started by determining and explaining the procedures for booking a room. The purpose of this research is to produce promotional media in the form of motion graphics.

B. Narration

At this stage, there will be a narration in the form of sound that will accompany the Motion Graphic. At this stage, it will also adjust to the video that will be done in the merging of scenes in After Effect.

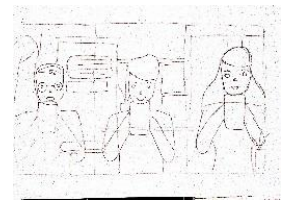
TABLE I. NARRATION

Scene	Voice narration	Visual narration
1	"Haven't you gone out of town with friends for a long time?"	Showing people who are sitting in the room while the house holding a handphone
2	"It's just right there is a city that wants to be visited"	Displays a cellphone screen with a background in Batam City icon
3	"It's just right there is a city that wants to be visited"	Displays a cellphone screen with a background in Batam City icon
4	"If so, don't go alone"	Showing someone holding a cellphone and having a conversation
5	"If so, don't go alone"	Showing someone who is holding a cellphone and having a conversation on a cellphone

C. Storyboard

At this stage, a storyboard is created to sketch out a depiction of a story from a motion graphic that will be implemented as a promotional media.

TABLE II. STORYBOARD

Scene: 1	Sequence: 1	Information
		<p>The first character is sitting in the living room while playing a handphone</p> <p>Framing: Full Shot BGM: Alexsey Anisimov - Tropical SFX: Whoops sound effect</p>

D. Tracing and Coloring

This tracing and coloring stage uses CorelDraw software. This stage is done to create basic objects that will be used as motion graphic material.

TABLE III. TRACING AND COLORING PROCESS

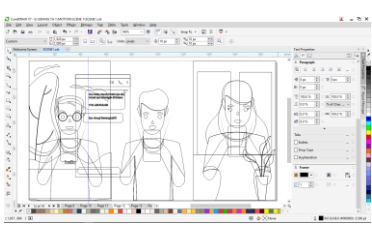

No.	Picture	Information
1		Insert a sketch of the image that has been done by tracing in CorelDraw
2		After the object is finished in the tracing, the coloring process is carried out on each desired object

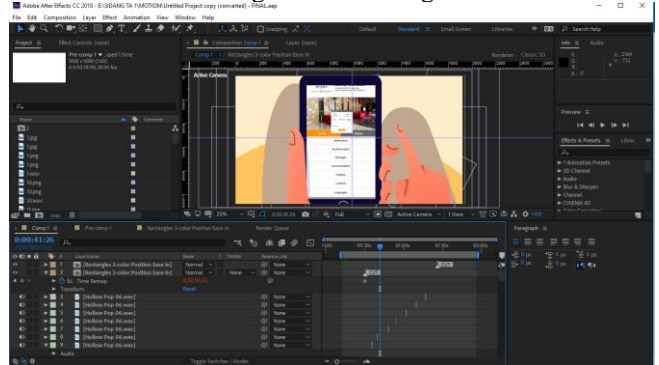
TABLE IV. TRACING AND COLORING RESULTS

No.	Sketch	Tracing and Coloring
1		
2		
3		
4		
5		

E. Animating

At this animating stage, the movement of each object is carried out by making changes to the scale, position, rotation, and opacity of each object. At this stage, rendering is also done for each scene. At this stage, using Adobe After Effect.

Figur 1. Animating



F. Editing

After the animating stage, the editing stage will be carried out. The editing stage is the process of merging video results that have been rendered previously in Adobe After Effects which will then be added dubbing, sound effects, and background music which will later be presented in the form of video. This editing phase is done on Adobe Premiere Pro.

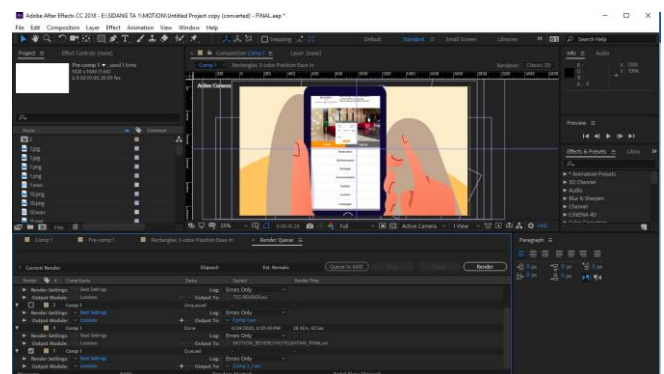
Figur 2. Editing



G. Rendering

After all the steps have been carried out then the next stage is rendering. Rendering is the process by which all scenes in an edited video are combined to become an mp4 video file format.

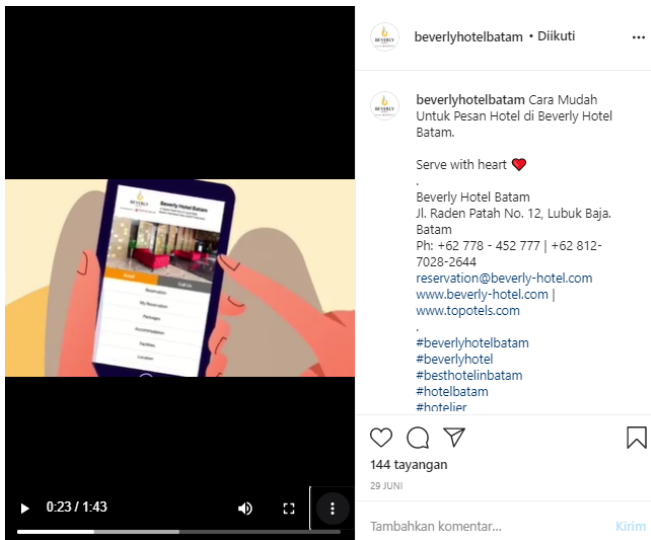
Figur 3. Rendering



H. Delivery

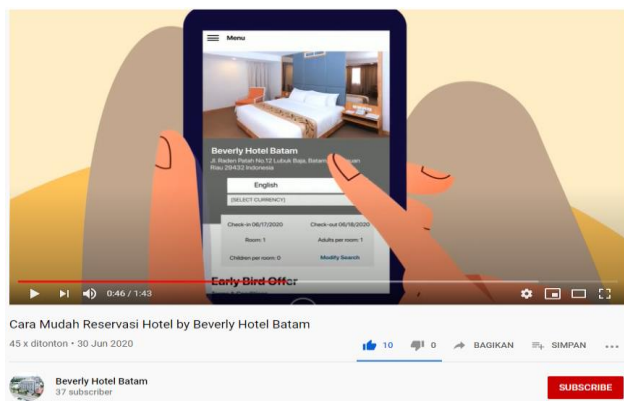
At the delivery, the stage is the stage of product packaging in the form of MP4 with a duration of 1 minute 43 seconds. Then the product publications are carried out through various social media such as YouTube, Facebook, Instagram, and TV channels.

Figur 4. Instagram Post



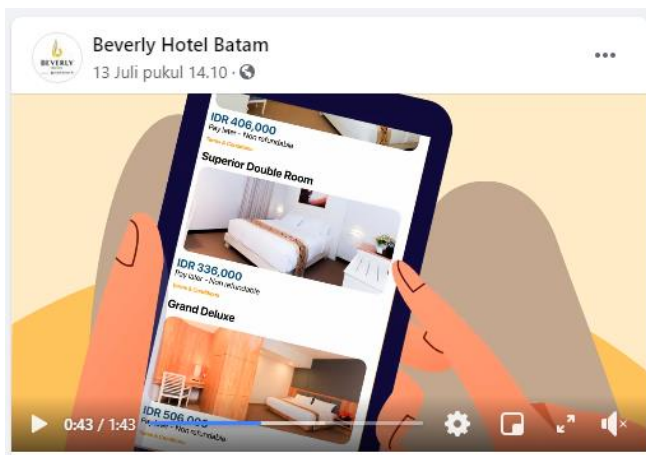
Delivery is done is to publish an Instagram account, Instagram itself becomes the main media in promoting social media by related parties.

Figur 4. Youtube Post



Subsequently carried out a publication on Youtube, this media has also become a medium used by related parties, one of which is a promotional video with motion graphics that have been uploaded since June 30, 2020.

Figur 5. Facebook Post



In this publication the video will be uploaded via the Facebook page of the relevant party, the 1:43 second video has been uploaded since July 13, 2020

I. Questionnaire

TABLE V. QUESTIONNAIRE

No.	Karis
Empathy	
1	1. Motion Graphic produced becomes promotion media that are not boring
2	2. Motion Graphic becomes a promotional media Preferred
3	3. Promotion media produced are attractive
Persuasion	
4	1. Media Promotion Motion Graphic becomes power pull to use the services provided
5	2. With Motion Graphic becoming Media A promotion that is easy to understand
6	3. Motion Graphic becomes a promotional media that can be trusted (True to reality)
Impact	
7	1. Media Promotion displays the information needed
8	2. By viewing Motion Graphic Promotion Media you will share this information with others
9	3. Motion Graphic becomes a promotional media that is different from its appearance
Communication	
10	1. Media Promotion clearly explains the information provided
11	2. Media Promotion with Motion Graphic produces the impression that is conveyed
12	3. Media Promotion with Motion Graphic gives an easy understanding of the delivery of information

III. TESTING

A. Alpha Testing

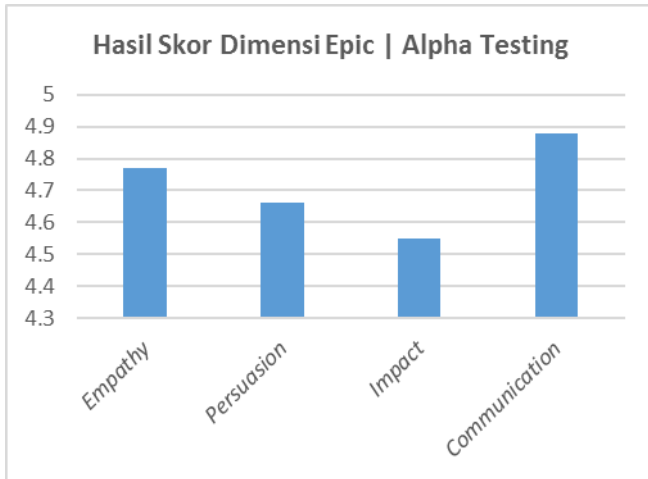
At this stage the testing phase carried out by the Beverly Hotel Batam internal testing team is as follows

- 1). General Manager of Beverly Hotel Batam
- 2). Director of Sales of Beverly Hotel Batam
- 3). Front Office Manager of Beverly Hotel Batam

TABLE VI. EPIC DIMENSION SCORE RESULTS

No	Parameter	Average (Likert Scale)	Criteria
1	Empathy	4.77	Very effective
2	Persuasion	4.66	Very effective
3	Impact	4.55	Effective
4	Communication	4.88	Very effective

Figur 6. EPIC Dimension Score Results



The final result of the Alpha Testing analysis is to calculate the average of the 4 parameters of the EPIC Model with the EPIC rate so that a value of 4.71 is obtained

B. Beta Testing

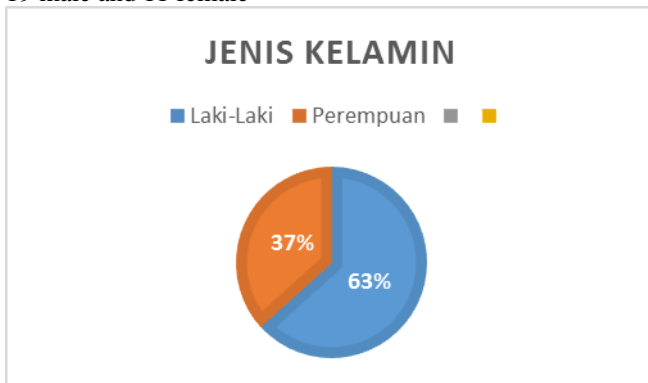
The next test is the response from respondents using questionnaires. Dissemination is done by distributing it online. Residential sampling technique consisting of 30 respondents, 30 respondents included in the feasible category in the study. The testing phase of 30 respondents with a target audience is the general public or prospective visitors with a vulnerable age of 20-40 years.

The range of the scale is then used in the range of decision scales as decision making from the results of EPIC.

C. Characteristics of Respondents

1). Gender

The gender of the respondents is male and female, with 19 male and 11 female



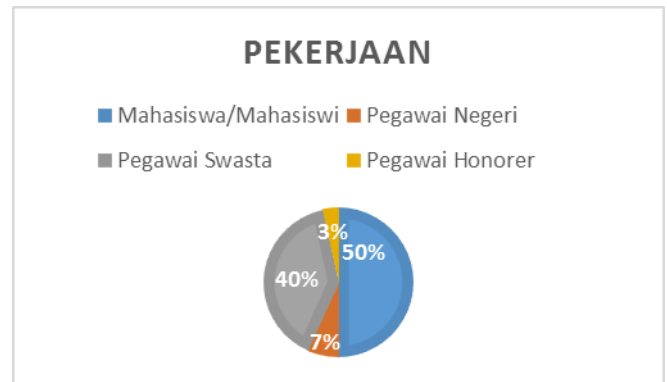
Based on the table above, the characteristics of respondents based on gender, most respondents by 63% men, and 37% of women from a total of 30 respondents.

2). Age

As for this stage, the age of 30 respondents with a target audience is the general public or potential visitors with a vulnerable age of 20-40 years.

3). Profession

The occupational background of the respondents are students, private employees, civil servants, honorary employees.



Based on the table above, the characteristics of respondents based on work, most respondents by 50% of students, 7% civil servants, 40% private employees, honorary employees 3%

TABLE VII. EPIC Model Scale

Category	Scale
Very ineffective	1.00 - 1.80
Ineffective	1.81 - 2.60
Effective enough	2.61 - 3.40
Effective	3.41 - 4.20
Very effective	4.21 - 5.00

Source: Duriyanto et al. (2003: 97)

1. Empathy

Empathy is a mental state that makes a person feel or identify himself or feel himself in the same state of feeling or thought with another person or group [5]

Based on the average percentage results obtained in empathy consisting of 3 statements to 30 respondents, with the following questions:

Then an average of 4.56 is obtained with an average age of 24 years which means that all respondents approve the motion graphic promotion media that are produced are not boring, become the preferred promotional media, and are interesting with very effective criteria

2. Persuasion

Persuasion is an effort in the form of encouraging consumer's target to change his behavior, beliefs, and attitudes of his own volition which can be achieved by utilizing verbal and nonverbal influences [6]

Based on the average percentage results obtained in empathy consisting of 3 statements to 30 respondents as follows:

Then an average of 4.50 is obtained with an average age of 24 years which means all respondents approve motion graphics as an attraction to use the services provided, a

promotional media that is easy to understand, and can be trusted with very effective criteria

3. Impact

The meaning of impact is a strong influence that brings both negative and positive consequences [7]. Impact or influence is the difference between what the recipient feels, thinks, and does before and has received the message. Influence is determined by the source, message, media, and recipient. In the form of changes in knowledge, attitudes, and behaviors [8]

Based on the average percentage results obtained in empathy consisting of 3 statements to 30 respondents as follows:

Then obtained an average of 4.68 with an average age of 24 years which means that all respondents agreed to motion graphics displaying the information needed, will tell this information to others, becoming a different promotional media with an attractive display with effective criteria

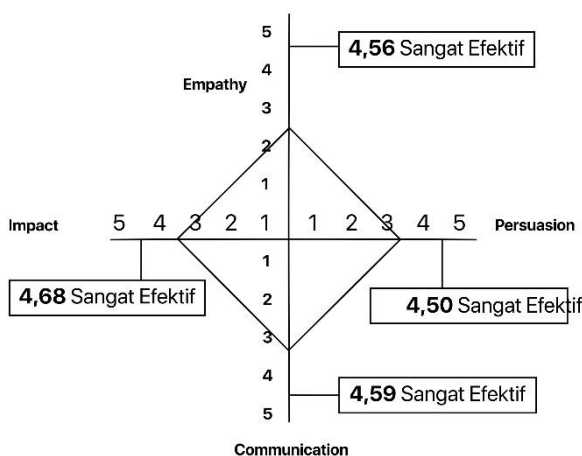
4. Communication

In the communication dimension is the process of delivering messages in the distribution of information through means or channels of communication to the intended communicant [9]

Based on the average percentage results obtained in empathy consisting of 3 statements to 30 respondents as

Then obtained an average of 4.59 with an average age of 24 years which means that all respondents agreed to motion graphic promotional media that clearly explained the information provided, produced the impression conveyed, and provided an easy understanding of the delivery of information with very effective criteria

5. EPIC Rate



IV. CONCLUSION

Promotional motion graphic video at Beverly Hotel Batam uses the Villamil-Mollina method in 2d format with the result of an mp4 video format that lasts 1 minute 43 seconds.

The resulting video is very effective to be used as a promotional media, based on the analysis of the EPIC Model motion graphic promotional media Beverly Hotel Batam has met the criteria very effectively by achieving a value of 4.62. Empathy: In this dimension, the respondent's response reached 4.56. In the evaluation, it means very effective as a promotional media. Persuasion: In this dimension, the respondent's response reached 4.50. In the evaluation, it means very effective as a promotional media. Impact: In this dimension, the respondent's response reached a value of 4.68. In the evaluation is interpreted effectively as a promotional media. Communication: In this dimension, the respondent's response reached 4.59. In the evaluation, it means very effective as a promotional media

ACKNOWLEDGMENT

This research was supported by the Department of Information Engineering under the supervision of a research institute and community service at the Batam State Polytechnic, Indonesia.

BIBLIOGRAPHY

- [1] Shoreana, T. (2015). Analysis of the effectiveness of Sari Mangosteen Television Ads Mastin Using the AIDA and EPIC Models. Bogor Agricultural Institute
- [2] Setiadi, N. (2003). Consumer Behavior: Concepts and Implications for Strategy and Marketing Research. Jakarta: Kencana
- [3] Cangara, H. (2009). Introduction to Communication Studies Ed. 1. (Jakarta: Rajawali Press, 2009)
- [4] Prisguranto, I. (2006). Marketing Communication Strategies and Notches. Bogor: Ghalia
- [5] Tita, G. (2014). Measurement of Effectiveness of Promotion Media with Epic Model, Santa Darma University
- [6] Slembrouck, P. (2012). How to Produce Motion Graphics.
- [7] Betancourt, M. (2013). The History Of Motion Graphics. Wildside Press.
- [8] Vaughan, T. (2011). Multimedia: Making It Work, McGraw-Hill Osborne Media.
- [9] Ham, T. (2014). Measurement of Effectiveness of Promotion Media with EPIC Model Approach. Essay. Faculty of Economics, Sanata Dharma University, Yogyakarta.